

**DOWNTOWN INDUSTRIAL DISTRICT  
BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
FEBRUARY 23, 2010  
MINUTES**

**BOARD MEMBERS**

**Present:** Ernie Doizaki, Matt Klein, Larry Rauch, Mark Shinbane and Paul Vert.

**Absent:** Richard Gardner, Don Kanner, Howard Klein, Richard Meruelo, Alex Palermo, Bill Shinbane, and Michael Tansey.

**STAFF:** Herlinda Chico, Raquel King, Estela Lopez, Celina Mancia and Vicky McCormick.

**CONSULTANTS:** Ken Coelho, Don Steier and Kim Sudhalter.

**I. CALL TO ORDER**

Vert called the meeting to order with a quorum at 12:38pm.

**II. PUBLIC COMMENT PERIOD ON NON-AGENDA ITEMS**

None.

**III. APPROVAL OF MINUTES**

Rauch made a motion to approve the February 23, 2010 minutes, and M. Klein seconded. The Board unanimously approved.

**IV. FINANCE**

Coelho reported that DID borrowed money in January from the prior LADID BID's to pay for Operating Expenses mainly related to the security and maintenance contracts. DID received a little under \$700,000 in assessment revenue at the beginning of February, which is approx. \$100,000 more than was collected the same month in 2009.

**Coelho reported that for the month, security is under budget \$20,000 due to a timing difference. Coelho stated that two months of invoices were paid for accounting fees. Ending cash is approx. \$472,000; \$70,000 in liabilities was paid in full; a \$50,000 reserve has been built into the budget. Coelho stated that projecting forward DID will break even from a cash perspective at year end.**

**Coelho informed the Board that \$32,000 in delinquent assessments is due for years 2007, 2008, 2009, and will be allocated to prior BID funds as collected. Coelho stated that there is ample funds in both prior BID accounts. The bulk of the current year assessment revenues should be received by June or July 2010.**

## **V. OPERATIONS**

### **District Mapping System:**

**Mancia presented the district mapping system to the Board. She informed them that the system will demonstrate a month-to-month analysis of incidents and activity in the District. Mancia reported that in February 2010, blocking the sidewalk was 37% of the total cases in DID. The top three areas of concern for the District are blocking the sidewalk, loitering, and extra patrol. Mancia stated that peak hours for incidents in the District is 10am to 6pm.**

### **Director of Operations Report:**

**McCormick reported that fewer bags of trash were collected in February compared to prior months. Graffiti is now being handled solely by the maintenance team members, who photograph and document graffiti.**

**McCormick informed the Board that sidewalk pressure washing will begin April 1, 2010, and once established, a schedule will be sent to the Board of Directors.**

**McCormick informed the Board that the public safety team moved to a new location 613 S. Central, which is now centrally located to both Districts.**

## **VI. MARKETING UPDATE**

**Sudhalter reported that she continues to work on the website. The site will include information about the District as well as safe and clean statistical data, street closure alerts, and photographs of the District. Sudhalter stated that the next steps in her marketing efforts will be to train staff on how to load information onto the new website and revamp the CCEA logo. Sudhalter asked the Board to forward pictures of their facilities to be loaded onto the website.**

**Doizaki recommended working with SCI-Arc students to take pictures of the District.**

**Sudhalter informed the Board that on March 19, 2010 CCEA welcomed The Lofty Dog House to the District at the doggy day care's open house, which is now located in the Little Tokyo Lofts. Pictures of the event are posted on DID's facebook page.**

## **VI. EXECUTIVE DIRECTOR REPORT**

### **Skid Row History Project:**

**Lopez informed the Board that the CRA was contacted by prominent homeless advocacy organizations with the request for funding of a project that memorializes the heroes of Skid Row. Photos of people important in the history of Skid Row will be placed on metal poles in the Toy District and San Julian Street.**

### **Toy District Trash:**

**Lopez reported that CD9 is investigating the possibility of imposing an assessment on the property owners to pay for trash removal. Lopez stated that she and McCormick would be joining CD9, LAPD, and City departments on a walking tour of the District to see the trash piles illegally dumped on sidewalks and gutters.**

**McCormick stated that on Monday thirty-eight bags of trash were collected in DID that were dumped from the Toy District.**

**Urban Land Institute (ULI):**

**Lopez informed the Board that national land use experts will study the feasibility of a Cleantech Corridor in Downtown Los Angeles. The City of Los Angeles asked ULI to test the theory, and determine if there is potential, and what's needed to get there.**

**CCEA will be hosting a reception for the ULI panel on May 17, 2010 at the Factory Place Arts Complex. The ULI panel will personally interview 75-100 people. Attendees include JPL, Cal Tech, USC and UCLA, City Departments. CCEA will be taking the lead role at this event.**

**VII. NEW BUSINESS- none.**

**VIII. ADJOURNMENT- The meeting of the Board was adjourned at 1:36pm.**